

POSITION DESCRIPTION (Please Read Instructions on the Back)

2. Reason for Submission <input type="checkbox"/> Redescription <input checked="" type="checkbox"/> New <input type="checkbox"/> Hdqtrs <input checked="" type="checkbox"/> Field <input type="checkbox"/> Reestablishment <input type="checkbox"/> Other Explanation (Show any positions replaced) Standard MWR NAF PD					3. Service <input type="checkbox"/> Hdqtrs <input checked="" type="checkbox"/> Field					4. Employing Office Location					5. Duty Station					1. Agency Position No.																																																	
7. Fair Labor Standards Act <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt					8. Financial Statements Required <input type="checkbox"/> Executive Personnel Financial Disclosure <input type="checkbox"/> Employment and Financial Interest					9. Subject to IA Action <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					6. OPM Certification No.																																																						
10. Position Status <input type="checkbox"/> Competitive <input type="checkbox"/> Excepted (Specify in Remarks) <input type="checkbox"/> SES (Gen.) <input type="checkbox"/> SES (CR)					11. Position Is <input checked="" type="checkbox"/> Supervisory <input type="checkbox"/> Managerial <input type="checkbox"/> Neither					12. Sensitivity <input checked="" type="checkbox"/> 1--Non-Sensitive <input type="checkbox"/> 3--Critical <input type="checkbox"/> 2--Noncritical Sensitive <input type="checkbox"/> 4--Special Sensitive					13. Competitive Level Code																																																						
15. Classified/Graded by					Official Title of Position					Pay Plan					Occupational Code					Grade					Initials					Date																																							
a. Office of Personnel Management																																																																					
b. Department, Agency or Establishment																																																																					
c. Second Level Review					Marketing Manager					NF					1101					04					SN					12-31-01																																							
d. First Level Review																																																																					
e. Recommended by Supervisor or Initiating Office																																																																					
16. Organizational Title of Position (if different from official title)										17. Name of Employee (if vacant, specify)																																																											
18. Department, Agency, or Establishment										c. Third Subdivision																																																											
a. First Subdivision										d. Fourth Subdivision																																																											
b. Second Subdivision										e. Fifth Subdivision																																																											
19. Employee Review-This is an accurate description of the major duties and responsibilities of my position.										Signature of Employee (optional)																																																											
20. Supervisory Certification. I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships, and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that										this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.																																																											
a. Typed Name and Title of Immediate Supervisor										b. Typed Name and Title of Higher-Level Supervisor or Manager (optional)																																																											
Signature										Date										Signature										Date																																							
21. Classification/Job Grading Certification. I certify that this position has been classified/graded as required by Title 5, U.S. Code, in conformance with standards published by the U.S. Office of Personnel Management or, if no published standards apply directly, consistently with the most applicable published standards.										22. Position Classification Standards Used in Classifying/Grading Position																																																											
Typed Name and Title of Official Taking Action S. J. NEW Principal Classifier										OPM Intro to Position Classification Standards TS-134 Jul 95 TS-107 Aug 91 GS-1101 General Business and Industry																																																											
Signature										Date										Information for Employees. The standards, and information on their application, are available in the personnel office. The classification of the position may be reviewed and corrected by the agency or the U.S. Office of Personnel Management. Information on classification/job grading appeals, and complaints on exemption from FLSA, is available from the personnel office or the U.S. Office of Personnel Management.																																																	
23. Position Review										Initials										Date										Initials										Date										Initials										Date									
a. Employee (optional)																																																																					
b. Supervisor																																																																					
c. Classifier																																																																					
24. Remarks																																																																					
25. Description of Major Duties and Responsibilities (See Attached)																																																																					

NONAPPROPRIATED FUND POSITION DESCRIPTION

JOB TITLE: Marketing Manager **POSITION NUMBER** 01-0084

JOB SERIES: 1101 **PAY LEVEL:** NF-4

Summary of Duties:

Responsible for planning, directing, initiating, and implementing a comprehensive marketing program for MWR. Develops and implements marketing plans, strategies, and programs in coordination with other departments. Plans, coordinates, and conducts market research, including demographics, surveys, focus groups, etc. Carries out public relations activities for departments. Serves as the primary point of contact for media and outside organizations. Plans, coordinates, and conducts advertising and commercial sponsorship activities for departments.

Plans, organizes work, and manages internal procedures and resources to ensure maximum productivity and economies. Prepares financial plan and related records and reports and exercises authority on approved budget. Monitors programs on a regular basis and initiates corrective action to ensure support of operating programs of MWR. Develops long range plans in conjunction with internal operating executives, and exercises internal personnel management authorities as delegated by MWR Director with regard to subordinate supervisors and employees within the office. Effectively supports the Navy's Equal Employment Opportunity policies, and ensures compliance with fire, safety, and other environmental issues.

Performs other related duties as required.

Minimum Qualifications:

Four years experience that demonstrates a professional knowledge of market research, public relations, advertising, and event marketing. Ability to supervise and coordinate the work of a subordinate staff. Demonstrated experience using a variety of marketing media and methods, such as graphic arts, design, illustrations, photographs, computers, broadcast, and other visual media. Must have effective writing and oral presentation skills and ability to communicate with all levels. Knowledge of NAF policies and procedures preferred.